

BRAND STANDARDS HANDBOOK



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TABLE OF CONTENTS



QUICK LINKS	page 3
COMMUNICATIONS	4
Mission, vision, values	4
Value proposition	4
Description of services	4
DESIGN	5–12
Page setup and formatting	5
Font sizes, colors, and types	6
Color palette	7
Logos and iterations	8
Photos and images	9
Templates	10–12
PROCESSES AND PROCEDURES	13–15
Presentations	13
Social media	14
Media relations	15

QUICK LINKS



[Templates folder](#)

[Letterhead template](#)

[Memo template](#)

[PowerPoint template](#)

[Google Slides template](#)

[Staff resumes and photos](#)

[Full staff directory and bios](#)

[Image library](#)

[Chicago Manual of Style](#) online reference

COMMUNICATIONS

MISSION, VISION, VALUES

MISSION

GreenerU believes educational institutions are uniquely positioned to lead the world in mitigating climate change and accelerating sustainability. **Our mission is to help them.**

VISION

By doing excellent work, we will grow our business and increase our impact.

VALUES

We create a culture of excellence by hiring and promoting high performing individuals who possess key traits of curiosity, reliability, impact, selflessness, and passion (CRISP).

VALUE PROPOSITION (UNDER REVIEW)

GreenerU helps educational institutions mitigate climate change and accelerate sustainability by developing and implementing creative, cost-effective solutions to engineering and sustainability challenges through relentless pursuit of the best results for our clients.

DESCRIPTION OF SERVICES (UNDER REVIEW)

GreenerU, Inc. collaborates with educational institutions to engineer sustainable solutions to energy and engagement challenges. We leverage strategic planning and project management of energy efficiency projects to realize cost savings, achieve energy reduction goals, and address deferred maintenance.

Our unique approach integrates building system improvements with behavioral programs, leverages a team of leading professionals, and customizes services for each campus. This model enables our clients to maximize the value of infrastructure improvements while meeting their campus-wide sustainability goals.

We believe that achieving optimal energy performance on our client campuses requires looking beyond traditional engineering and hardware oriented approaches. Proper commissioning of new systems and retrocommissioning of existing systems are cornerstones of our unique approach, but reflecting campus values in developed solutions and communication of project objectives to—and engagement of—stakeholders is just as critical.

A spreadsheet of the types of work we do [can be found here](#).

GENERAL DESIGN STANDARDS

PAGE SETUP AND FORMATTING

- Margins: Use 1" margins on all sides in Word; 0.5" margins for InDesign.
- Spacing: Use single spacing, except in table of contents.
Include one full line break in between headers and text.
Use one space (not two) between sentences.
- Paragraphs: Use "align left" for paragraphs (not justified).
Maintain flush left for the start of each new paragraph. Do not indent.
Use two hard returns at the end of each paragraph before the start of a new one.
- References: Use footnotes.
Use the Chicago Manual of Style for formatting references.
- Headers/footers: Check box for "different first page."
Insert logo (without tagline) in header, aligned right, resized to 1.5".
Pagination is Jost* Light.
Do not "widow"; keep headers on same page as accompanying text.
- Figures: Center figures and titles.
Label as "Figure 1. — [Name]".
- Table of contents: Use Jost* Light, size 11.
Other formatting is dependent upon the application.
- Tables: Center tables (overall) and titles.
Left-align textual table content.
Right-align numeric table content.
Use GreenerU light gray pen color for borders.
Use top, bottom, and inside horizontal borders only.
Label as "Table 1. — [Name]" (example below).

Table 1. — GreenerU staff, roles, and ages

Name	Profession	Age
Jim-Bob	Donkey wrangler	47
Mary Sue	Tomato farmer	38
Gloria Ann	Irrigation specialist	27

FONT SIZES, COLORS, AND TYPE

GreenerU uses Jost* Light, size 11, as its primary font and Calibri Light, size 11, as an alternative font.

Microsoft Word and Adobe InDesign use different specifications. Where possible, use InDesign for formal documents: proposals, reports, and presentations.

Specifications for Word:

TITLE
HEADING 1
HEADING 2
HEADING 3
HEADING 4
Body text

Jost* Book, size 24, all caps, GreenerU aqua, expanded 3 pts
Jost* Light, size 18, all caps, GreenerU aqua, expanded 3 pts
Jost* Light, size 16, all caps, GreenerU charcoal, expanded 2 pts
Jost* Light, size 14, all caps, GreenerU crimson, expanded 1.5 pts
Jost* Light, size 11, all caps, GreenerU light gray, expanded 1 pt
Jost* Light, size 11, black

Specifications for InDesign:

PAGE
HEADING 1
HEADING 2
HEADING 3
HEADING 4
Body text

Jost* Book, size 30, all caps, GreenerU charcoal, expanded 50 pts
Jost* Light, size 18, all caps, GreenerU aqua, expanded 30 pts
Jost* Light, size 16, all caps, GreenerU charcoal, expanded 50 pts
Jost* Light, size 14, all caps, GreenerU crimson, expanded 50 pts
Jost* Light, size 11, all caps, GreenerU light gray, expanded 50 pts
Jost* Light, size 11, black

COLOR PALETTE

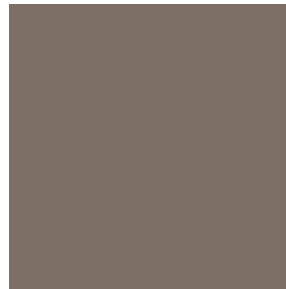
GreenerU colors invoke positive familiarity and emotive expression of the company brand. Note that what appears on computer screens may vary, as will print quality.



RGB: 137, 78, 101
CMYK: 43, 76, 42, 16
Hex: #894e65



RGB: 120, 39, 28
CMYK: 31, 90, 92, 40
Hex: #78271c



RGB: 116, 99, 91
CMYK: 51, 54, 58, 23
Hex: #74635b



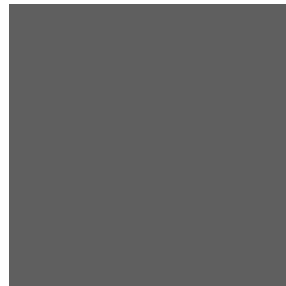
RGB: 78, 124, 137
CMYK: 73, 40, 38, 17
Hex: #4e7c89



RGB: 28, 64, 120
CMYK: 100, 84, 26, 11
Hex: #1c4078



RGB: 255, 168, 2
CMYK: 1, 39, 100, 0
Hex: #ffa802



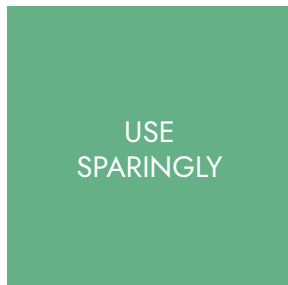
RGB: 83, 83, 83
CMYK: 64, 56, 56, 32
Hex: #535353



RGB: 101, 188, 70
CMYK: 57, 0, 100, 0
Hex: #65bc46



RGB: 141, 139, 138
CMYK: 47, 40, 40, 4
Hex: #8d8b8a



RGB: 91, 171, 126
CMYK: 67, 11, 65, 0
Hex: #5ba67e



RGB: 209, 98, 40
CMYK: 13, 73, 100, 3
Hex: #d16228

LOGOS AND ITERATIONS

Preferred in most circumstances:



During 10th anniversary season (April–December 2019):



Under the discretion of marketing:



DESIGN

PHOTOS AND IMAGES

PHOTO AND IMAGE RESOLUTION

Photos used for printed documents and PowerPoint presentations that are projected to a wall or screen should be higher resolution, preferably a minimum of 300 dpi (dots per inch). You can tell if an image is high resolution by its file size—typically 1 MB or more. Lower-resolution photos are fine for the web or webinar presentations, when you want smaller file sizes and need to upload something quickly.

IMAGE LIBRARY

The GreenerU image library is located here. Please check with the marketing manager for permission before using photos.

STAFF PHOTOS

GreenerU formerly requested that its staff sit for headshots, but has shifted in the direction of using candid shots of staff chatting or listening, not necessarily looking into the camera. A photographer should send photos electronically in two file sizes: one large (for print use) and one small (for web or electronic use). Photos are located in [staff resumes and headshots](#).

PHOTO USE RIGHTS

Under the Federal Copyright Act of 1976, photographs are protected by copyright from the moment of creation. According to the U.S. Copyright Office, the owner of the “work” is generally the photographer or, in certain situations, the employer of the photographer. You may also not use someone’s likeness for commercial purposes without their express permission.

Do not use photos that GreenerU does not either own or have permission from the owner to use.

IMAGE FILE TYPES

A raster image is made up of dots. It can become pixelated if enlarged beyond its original size. A vector image is a geometric description, which can be rendered smoothly at any desired display size.

RASTER IMAGE TYPES AND USES:

- JPEG — typically for low-resolution photos. Should not be used for print or image design.
- GIF — can be used for moving images. Good for use with web and background transparency.
- PNG — good for high-resolution photos and background transparency, but makes large files.
- PSD — Photoshop’s file format; editable within Photoshop, but not useful elsewhere.

VECTOR IMAGE TYPES AND USES:

- EPS — standard, good for print. Not good for web; is usually converted to PNG, JPG, or GIF.
- AI — Adobe Illustrator’s file format; can be edited within Illustrator, but not useful elsewhere.

TEMPLATES

POWERPOINT SLIDES

A general rule of thumb: PowerPoint should not be a crutch, but a visual aid to enhance the more important element of the presentation—you.

Follow these basic guidelines for designing an interesting visual supplement to your presentation.

Pare down text. Lots of text makes people have to read a slide while you're talking. It's better to keep text to a bare minimum so as to keep the focus on what you're saying.

Incorporate your comments into the notes. This is optional, but if you intend to share the slide deck with presentation participants, it's helpful to offer some context for what's on the slides without overcrowding the slides themselves.

Include an overview slide. This is a road map to orient your audience of where you're taking them.

Use section break slides in a long presentation. These can cue both you and your audience to take a breath and mentally shift gears to another subject.

Keep section topic visible on side bar and slide title on top bar. Particularly in long presentations, this is helpful for your audience in knowing where they are.

Do not use clip art. Unless you're being intentionally ironic.

Use high-resolution photographed images. If you're using an image to show a single object (as opposed to a portrait or a landscape), think about finding an image with a transparent background (typically in a GIF or PNG format). If that's not available, find one with a white background and use an online transparency converter such as LunaPic.

Avoid placing white-backgrounded images on a darker background. See previous bullet.

PowerPoint presentations can require a range of slide types to accommodate different content. You can experiment to some extent, but try to maintain some consistency with these brand guidelines.

Click here for the newest [GreenerU PowerPoint template](#) (2019 version).

GOOGLE SLIDES

For formal presentations at conferences or in sales/marketing meetings with potential or existing clients, PowerPoint is the preferred format, as its features and functionality are more flexible. If necessary, however, Google Slides is acceptable, particularly when clients are looking for ways to comment on presentations remotely. Please consult with marketing when altering GreenerU-branded templates. Click here for a [GreenerU-branded Google Slides template](#) (2019 version).

DESIGN



LETTERHEAD

Basic letterhead includes the GreenerU logo in the header, right-aligned, resized to 1.5". The address appears in the footer: Jost* Light, size 9. Click here for a [GreenerU letterhead template](#) in Word (2019 version).

MEMOS

You may occasionally need to write a memorandum. Click here for a [memo template](#).

REPORTS

Reports, typically of services and recommendations for clients, should follow GreenerU's general design guidelines. Unless otherwise specified (by the client), reports should be written using the following content organization:

- Cover page (if >12 pages)
- Table of contents (if >12 pages)
- Executive summary
- Methodology
- Findings
- Recommendations
- Summary of key findings
- Additional resources
- Appendices, if applicable

[Click here for a sample report](#); however, note that some design elements and fonts have been updated.

DESIGN

PROPOSALS

Proposals generally fall into two categories: (1) responses to requests for proposals (RFPs), and (2) responses to direct requests, usually in the form of a memorandum of understanding (MOU).

In the case of RFP responses, a school typically has a specific set of requests and outlines precisely how it would like to receive information. Pay close attention to what a school has asked for. A good practice is to cut and paste parts of the RFP into the proposal document and include any questions to be answered. Follow any other guidelines as precisely as possible.

In the case of submitting proposals in the form of MOUs, they typically include the following content:

- Cover page
- Cover letter
- Table of contents
- Understanding of need
- GreenerU approach
- Proposed scope of work
- Gantt chart summary of timeline
- About GreenerU: company profile
- Key personnel (resumes)
- Project compensation
- Company billing rates
- Project authorization
- Terms and conditions

An example of a [recent proposal can be found here](#).

STAFF BIOGRAPHIES

Staff biographies are located within ["staff resume and headshots" folders here](#). They should be updated every July.

PROCESSES AND PROCEDURES

PRESENTATIONS

CONTENT CREATION PROCEDURE

Due	Task	Pro tips
T–30 days	Develop content and brief description	Think through audience and their interest level/technical proficiency, timing, current GreenerU initiatives, content relevance, other.
	Think of potential co-presenters	This may be a good opportunity to partner with an organization that can help build relationships with potential clients.
	Create presentation title	Think of this in terms of what might be attention-grabbing to someone glancing at this for one second—the title needs to communicate (a) what it's about and (b) that it's not going to be boring.
T–21 days	Develop an outline	Think in terms of how you might develop slide headers so your audience can navigate where you're going along with you.
	Assign time limits	If you're working with a co-presenter, think about how much time you want to allocate to that person. Remember to fold in 15-20 minutes for questions from the audience.
	OPTIONAL: Write a script	A script may help you lock in what you're going to say, which is especially important if you run into time constraints. A rough speechwriting guideline is five minutes = 800 words, but consider that you might speak faster or slower during a presentation.
T–18 days	Create slide outline	Give some thought to how you'd like to present your slides, again taking into consideration a logical thought process that an audience can easily follow.
T–14 days	Develop and format slides	Use the GreenerU slides template and follow the embedded guidelines. Always good practice: more visual material, less text. Put your co-presenter's slides in the same document to avoid having to shuffle to another presentation.
T–7 days	Proofread/edit all content	Ask a trusted colleague to give it a look with your script to see if they can follow along.
T–3 days	Rehearse your presentation	Don't skip this part. You can rehearse alone or with a small audience, but you want to make sure your slides and content transition smoothly. Coordinate with your co-presenter as needed. Ask for feedback.
T–1 day	Check for technical specifications	Depending on the type of presentation, make sure you've got presentation backups, a computer, cables, a projector, screen, webinar dial-in number, etc., so you aren't scrambling to figure that out at the last minute.
T	PRESENT!	
T+ 1 day	Share presentation with marketing manager	

PROCESSES AND PROCEDURES

WEBINARS

Presenting a webinar, whether through GreenerU or in partnership with another organization, can be technically tricky. Follow these steps to ensure a smooth operation.

Four weeks prior	Generate list of invitees and export from Salesforce Develop invite through Constant Contact Set location to be unclickable (all registration should be with GoToWebinar) Develop registration form through GoToWebinar Test everything thoroughly
Three weeks prior	Send first invite
Two weeks prior	Manually remove registrants following first invite from Constant Contact Send reminder invite
One week prior	Manually remove registrants following first invite from Constant Contact Send final invite Develop follow-up survey
One day prior	Send reminder to registrants
One hour prior	Send reminder to registrants with log-in information
Half hour prior	Start a practice webinar in GoToWebinar Sign up as host and add others as panelists (don't transfer control) Set up polls in advance Unplug one mic on conference phone for webinar Remember to hit record
One hour afterward	Upload recording to YouTube Post recording and materials to Resources page on website Check GoToWebinar for report on attendees Send follow-up email with survey and link to materials on website

SOCIAL MEDIA

GreenerU shares information on three social media sites: Twitter (@Greener_U), Facebook, and LinkedIn.

Policies for posting on social media should follow similar guidelines as for developing content, and should be performed only by the marketing manager. Before posting, ask these questions:

- What does GreenerU have to say that can be helpful to a particular audience?
- Why does that audience need this information now?
- Why would that audience seek this information from GreenerU?

Tips for good Tweets:

1. Keep it short. Focus on one message. Link to a blog post or website if there is more to say.
2. Use visuals, such as an image (up to four), video, or GIF.
3. Incorporate relevant hashtags. Check out this website for ideas.
4. Ask questions and run polls. Use Twitter polls to survey on specific responses.
5. Curate and connect with retweets and replies.

PROCESSES AND PROCEDURES

MEDIA RELATIONS

Rules for media relations:

1. Tell the truth
2. Be prepared
3. Establish one point of contact
4. Maintain your message—know what to say, and say only that
5. Know what is, and isn't, newsworthy
6. Be aware of deadlines
7. Remember, tell the truth

GreenerU policies:

Do not consent to interviews directly from reporters. **Please route all conversations to the marketing manager, who will work with the appropriate staff persons to consider a media strategy.** In most cases, we may reroute that conversation back to you, but some circumstances may warrant careful handling of media inquiries.

Political expression (pro- or anti- public political figures) is strictly forbidden when engaging with journalists, clients, or prospective clients, or when making public statements on behalf of the company. The CEO may at times determine that some forms of political expression may be appropriate when in alignment with GreenerU values.

There is no such thing as “off the record.” Anything you do or say may be printed, published, posted, and/or broadcast. Please seek media training and preparation with the marketing department before engaging in any media interviews.